



S U C C E S S S T O R Y

# Latest Technology for Authentic Bavarian Brewing noax Logistics Terminals at Hofbräu Munich



# THE LINCHPIN FOR SMOOTH PROCESSES

Tradition meets technology: With robust noax logistics terminals, Hofbräu Munich masters even peak periods such as Oktoberfest – reliably, efficiently and at the highest level.

## Success thanks to tradition and innovation


Hofbräu Munich has stood for first-class brewing and the highest quality since 1589. To meet the demanding requirements of logistics, the traditional brewery relies on innovative forklift terminals from noax. These terminals have proven themselves especially during stressful times such as Oktoberfest, when every second counts. The use of modern technology ensures that Hofbräu Munich operates according to the highest standards even in logistics.

More than 20 noax logistics terminals are currently in use at the Munich site. These devices are specially designed for the requirements of logistics and impress with their ease of use, durability, and reliability.

## Easy to use, simply reliable

“The noax terminals have become indispensable for us – they run reliably and make our everyday work easier,” reports Jürgen Breitsameter, Head of Logistics and Purchasing at Hofbräu Munich. Before the introduction of the noax devices, logistics was often hampered by technical failures and connection interruptions. “It was frustrating when a terminal failed, and orders were lost. With noax, such problems are a thing of the past.”

noax IPCs are robust enough to withstand the harsh demands of warehouse operations and impress with



**»Our employees  
can now concentrate  
fully on their tasks.«**

JÜRGEN BREITSAMETER



their durability and ease of use. Even when exposed to strong vibrations or temperature fluctuations, they deliver reliable performance.

## Efficient transition and noticeable improvements

Before introducing noax terminals, Hofbräu Munich struggled with various challenges. The previous devices were prone to malfunction and frequently broke down, which led to significant delays. In addition, unstable Wi-Fi connections made smooth operations more difficult. Every malfunction meant a loss of time, which had a negative impact on the entire supply chain.

The introduction of the noax terminals was quick and straightforward. "The devices were preconfigured and ready for immediate use," says Breitsameter. Within a very short time, the systems were fully integrated. The terminals are intuitive and easy to use, and the employees were enthusiastic from the start.

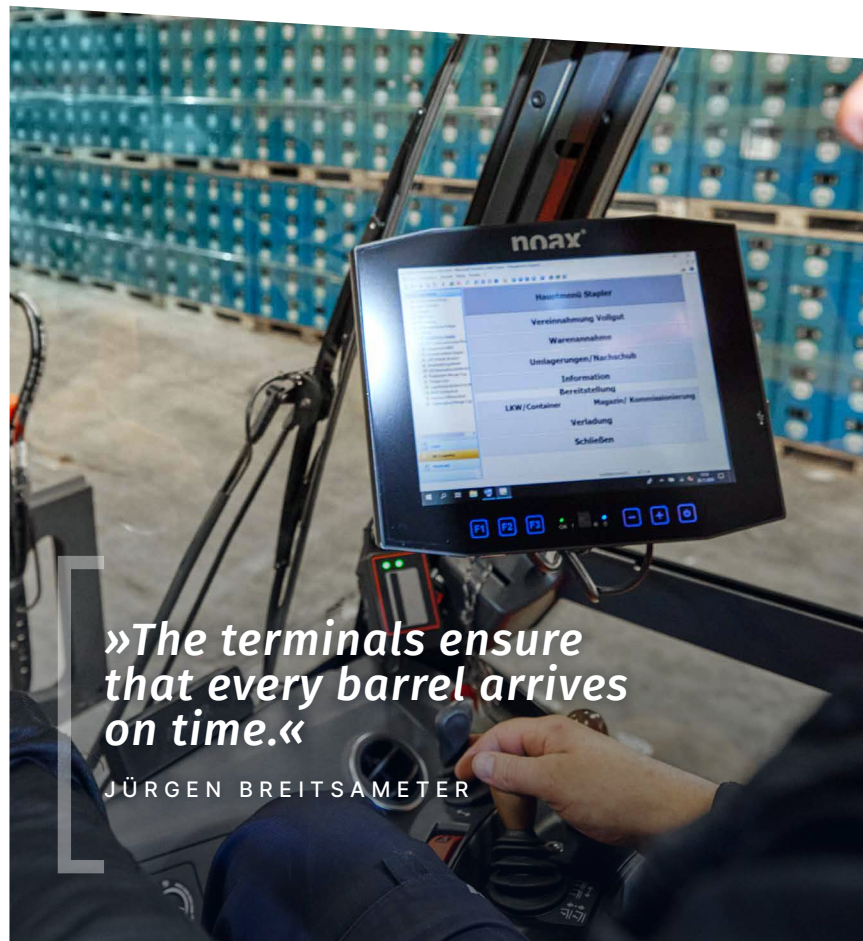
### MAJOR IMPROVEMENTS SINCE IMPLEMENTATION

- Reduced downtime: The reliable terminals ensure continuous operation
- More efficient processes: Employees can work faster and more accurately
- Optimized warehouse management: Thanks to real-time transmission of inventory and order data
- Satisfied employees: The intuitive operation makes work significantly easier
- Lower costs: No downtime and less maintenance save time and money

## The role of terminals in Oktoberfest operations

The Oktoberfest is one of the most challenging times for the logistics of Hofbräu Munich. Every day, large quantities of beer must be delivered on time to quench the thirst of Oktoberfest visitors. This is where the noax terminals shine! Thanks to the stable Wi-Fi connection and fast response times, they ensure that everything runs smoothly – even under the highest time constraints.

"There is no room for mistakes during the Oktoberfest," says Breitsameter. "The terminals are our backbone. They ensure that every barrel arrives at its destination on time."



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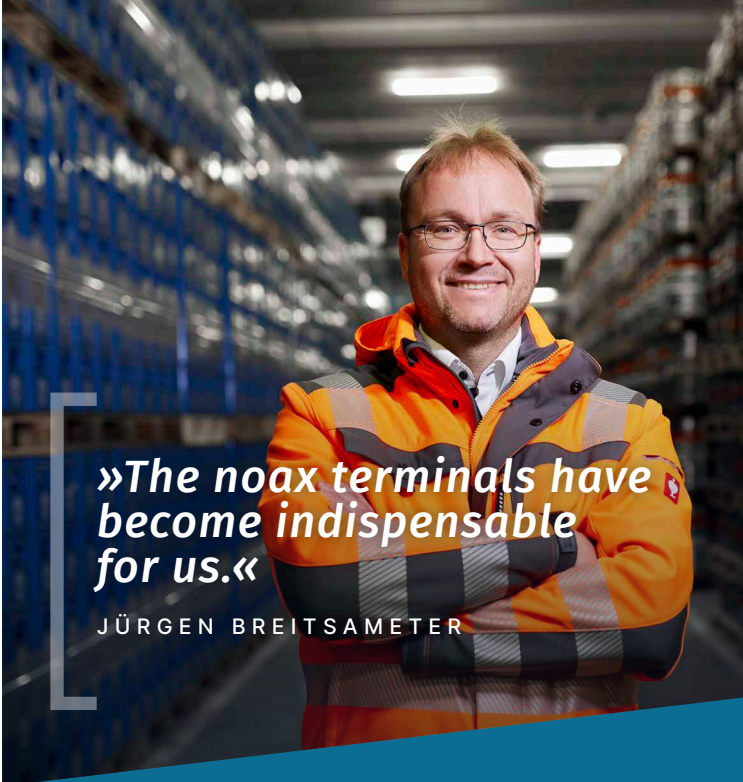
## Reliability that pays off

The noax terminals have become indispensable for the logistics of Hofbräu Munich. Their robust design minimizes maintenance costs and guarantees trouble-free operation even under demanding conditions. "Our employees can now concentrate fully on their tasks without having to worry about technology," explains Breitsameter.

The terminals impress with practical safety features, such as automatic activation when the vehicle is started. It is also possible to deactivate the display while driving to avoid distractions and thus ensure a high level of work safety.

## Conclusion

With the noax logistics terminals, Hofbräu Munich has found a reliable and future-proof solution. The devices not only ensure efficient logistics processes, but also contribute to employee satisfaction. Thanks to noax' robust technology, the brewery is ideally positioned to ensure the highest quality and on-time deliveries in the future.



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## Why noax?

### Intuitive operation

- ▷ Reliable operation of the touchscreens, even with gloves

### Reliability

- ▷ Minimized downtime thanks to high quality and use of industrial components

### Easy integration

- ▷ Seamless connection to existing systems for optimized processes

### Outstanding support

- ▷ Competent and fast support from the noax team

### Quality Made in Germany

- ▷ Robust construction and high standards guarantee investment security



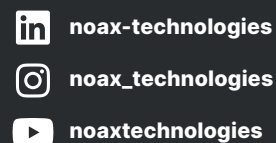
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